Introduction

Consumer Behaviour

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. Buying Behaviour is the decision processes and acts of people involved in buying and using products. The consumers" buying behaviour has been always a popular marketing topic, extensively studied and debated over the last decades while no contemporary marketing textbook is complete without a chapter dedicated to this subject.

Cartoon Characters

Cartoon is a form of two dimensional illustrated visual art while the specific definition has changed over time modern usage refers to a typically non realistic or semi realistic drawing or painting intended for satire, caricature or humor or too the artistic style of such work.(A artists two creates cartoons is called a cartoonists). The term cartoon originated in the Middle Ages and first described a prepare story drawing for a piece of art, such as painting, fresco, tapestry or stained glass window . In 19th century, it came to refer to humorous illustrations in magazines and news papers. And in early 20th century and on words it refer to comic strips and animated films.

Actually the word cartoon has origin in Italy . (the Italian word „Cartons‟ and Dutch word“ Karton”). A cartoon is a full size drawing made on strong paper as a study or model painting, stained glass or tapes ting. Cartoons were used in the production if foresees to accelerate link the component part of the composition when painted in damp planted.

Generally cartoons were aired on die T.V. Safer thirty years. “Mogali” the hero of “Jungle Book ” was the most favorite hero of the children “Jungle Jungle Bat Chali Hain, Pata Chala Hai” was the sweet and lovely song the music given by Gulgar. Jungle Book had no any live visual cultural refinances still it was referred as classic children literature. No body had discuss for Jungle Book but when “Tom and Jerry, Mickey Mouse, Donald Duck” came on T.V. the audience was very much attractor and fleer These cartons on Indian T.V. had a great audience . „

The children were not only familiar with Mickey, Donald, Tom, Jerry their tricks catching each other western house roads, culture, livelihood were very much known.

While scientific, imagination, cartoon like Spiderman, wonderland were very closed the children there cartoons are heat in very house.

Kids Buying Behaviour

Family as a consuming and decision making unit is a central phenomenon in marketing and consumer behaviour. All family members play different roles in the process of buying any product or service. These roles are those of initiator, influencer, gatekeeper and decision maker. Earlier, studies had only focused on husband and wife’s role and child’s role was ignored. Children have come to constitute a very important consumer group; and it starts when they are very young. Children are the new segment. In this study, focus is on children as an influencing agent, because previous studies show that children achieve increasing influence on buying of various kinds of products.

Berry and Pollay were the first to understand child’s role in marketing, where children constituted an important, separate market segment for marketers. It is seen that children not only influence family purchase decisions but they also insist their parents to purchase the products

they desire. Role that children play in family decision- making has directed researchers to study the influence of children

LITERATURE REVIEW

Review of Literature:

A literature review is both a summary and explanation of the complete and current state of knowledge related to selected area of study as found in academic books and journal articles. It is an account of what has been publishes on a topic by accredited scholars and researchers. A review of published work should describe, summarize, evaluate and clarify the reviewed literature. It should lend a theoretical base for the research.

All literature in the review must be read, evaluated and analyzed and relationships between various works must be identified and articulated, in relation to the field of research. The review literature test the research question against what is already known about the subject.

ARTICLE 1

Yousaf Z., Shehzad M. & Hassan S.A. (2015). Effects of Cartoon Network on the Behaviour of School Going Children (A Case Study of Gujrat City). International Research Journal of Interdisciplinary & Multidisciplinary Studies (IRJIMS), ISSN: 2394-7969 (Online), ISSN: 2394-7950 (Print) Volume-I, Issue-I, February 2015, Page No. 173-179

- The main objective of the study is to highlight the psychological behaviour of the children's of Pakistan after watching TV Commercials on Pakistani channels.
- This research paper covers the detailed area of the selected research which is covering the contents of Cartoons; in this research the children's of Gujrat City were selected as sample.
- In this study media effects cultivation theory applied and survey method used for data collection.
- Study concluded that cartoon series especially Ben Ten influence the children behaviour as well as their language. It is significant change in children that they prefer cartoon instead of physical games.

Findings: This study is designed to check the impact of Cartoons (Ben Ten & Doremon) on the daily basis activities of the school going children.

Observation: Different methods like (Survey and after that Production of Video Documentary) used in this project to analyze the effect of cartoon network (Ben Ten & Doramaan) on children. With the help of convenient random sampling technique researchers took 100 children's, both male and female are the sample size.

Conclusion: The result of this study indicates that children are highly influence the cartoons serious. Cartoons are not only changing their behaviour toward aggressive but also changing their language and language is most important part of any culture. Later analysis children more use cartoon as source of entertainment than the other physical activates.

ARTICLE 2

Gupta S. & Panna B.(2015). Effect of Cartoon Shows on Kids Fashion. International Journal of scientific research and management (IJSRM),Volume 3, Issue 6, Pages 3171-3174, 2015, ISSN (e): 2321-3418

- It is not necessary to say that how much the children are interested in watching cartoon and shows on T.V. Actually watching T.V. is not bad as we are living in the world of information and Technology .The Television programs are not the only reason for brighter and more empathetic generations but it is a good start.
- We can easily notice the children watching Tom and Jerry, Loony Toons, Dore-Mon, Sinchan, etc. on T.V.. Cartoons have changed drastically over the years and have lasting effects on children. Typically, children begin watching cartoons on television at an early age of six months, and by the age of two or three children become enthusiastic viewers.
- This paper will discuss the impact of these cartoon characters on the kids clothing behaviour and will also try to explore the reasons as to why the generation is more inclined towards television and these characters.

Findings: In this article the author has tried to find out the impact of Cartoon characters on Kids Fashion, the role of children in buying decision of kids wear on their parents and the effect of family structure and income on the buying decision preferences.

Observation: Simple Random Sampling on the population of mothers of kids below 12 years. Kids of both genders were considered. Structured questionnaire administered on the sample size of 100 mothers. SPSS software used to analyze data and find results to fulfill the objective.

Conclusion: From the study conducted we can easily conclude that children today are influenced by cartoon characters in day to day life in more than one way. The impact of cartoon characters on kids fashion is remarkable while we cannot ignore that there are other prominent areas where the influence may be easily noticed.

ARTICLE 3

Syed Bakhtyar Ali Shah, Shahzad Khan and Muhammad Nauman Habib, (2015). "Role of product characteristics and animated spokesperson characteristics on children buying behaviour". City University Research Journal, Volume 05, Number 02, July 2015, Article 05.

- In today's world "children commercialization" phenomena grow with the increasing rate. It means the grooming of children consumer hood and treatment of childhood as the marketing opportunity.
- In today's competitive world companies promote their products with more added features to attract their targeted customers because children have influence on their family buying decision. Children's using their pester power.
- Recently companies focuses on animated advertisements. They introduce the new cartoon characters to get the attention of children's. Companies use their animated spokesperson as their transmission media to convey their message to their target segment especially children segment.

Findings: The firms makes the animated character which represents the children and the teen agers as well. The animated spokesperson characters are very much liked in Pakistan. These characters provide healthy entertainment in sense of ethics.

Observation: Primary data collected from the children's of different schools of Peshawar. The questionnaire is self-administered questionnaire. The researcher asked questions directly from the children because the children cannot understand or sometimes misunderstand the questions.

Conclusion: Today the children are very much aware the product features and their purchase decisions. The product price and animated spokesperson color have high influence on children buying behaviour.

ARTICLE 4

Habib K. & Soliman T. (2015) " Cartoons' Effect in Changing Children Mental Response and Behaviour", Open Journal of Social Sciences, 2015, 3, 248-264 Published Online September 2015 in SciRes. http://www.scirp.org/journal/jss

- Factors that sculpture children's way of thinking are found mostly in the environment where they grow up. These include daily events, memorable experiences and peak feelings.
- Cartoons are one of the daily habits for our children; studies have proven that an average child with a facility of a TV and a satellite connection at his home watches approximately 18,000 hours of television from kindergarten to high school graduation.
- How does this experience affect our children minds? What types of contents are delivered to our kids in a cartoonish show? Are all shows trustable, or shall parents pay monitoring attention to the TV shows? How does our children brain absorb and analysis information in the first place? These questions and others will be answered through this survey-experimental research

Findings: The objectives of this paper are to analyse the Factors that sculpture children's way of thinking are found mostly in the environment where they grow up. These include daily events, memorable experiences and peak feelings.

Observation: In order analyse the factors 300 children of the age group 8-12 years was tested.

Conclusion: The results indicated that Cartoon is one of the strong factors that does affect an individual's childhood, and takes considerable time from the young toddler schedule. 2) Cartoon is a double edged weapon; it could ruin an individual's childhood through excessive exposing to sexual & violence content, or could aid in raising a balanced child with a proper mental state

ARTICLE 5

Adhikary R. S. (2015) "Impact of Japanese Cartoons on Primary School Going Children: With Special Reference to Doraemon", *IOSR* Journal Of Humanities And Social Science (IOSR-JHSS) Volume 20, Issue 6, Ver. V (Jun. 2015), PP 01-09

- This study presents the impact of Japanese cartoons on Indian children. The paper focuses on children's understanding of these programmes they watch and the cause for being fanatically attached to their favourite cartoons or their characters.
- Various child psychology aspects such as Cognition, Emotion and Gratification will closely be identified and analysed, which children are endowed with, through these programmes.
- It examines the popularity of Doraemon in particular, vis a vis other cartoon programmes.

Findings: The objectives of this paper are to understand the magic in Doraemon that children are fanatic about, the impact it has on the personalities of today's children & understand the affecting parameters obtained from this creation.

Observation: A set of questionnaire were distributed to 150 numbers of primary school going children of Kolkata. The questionnaire was a mix of close and open ended question.

Conclusion: Parents being the first teachers of children, must assume liability prioritize and appropriately regulate them and to train them to watch quality programmes. Television as a medium of information is certainly here to continue in a very big way and its power will only grow with time. Its impact being multifarious in the way it affects children's understanding, attitude and ethics, ought to be handled vigilantly and meticulously.

ARTICLE 6

Iyiola O. & Dirisu J. (2014). Children Advertisements and their effects on family purchasing behaviour: A study of Cannanland, Ota, Nigeria. Global Journal of Commerce and Management Perspective, Vol.3(2):9-17 (March–April,2014) ISSN: 2319 – 7285

- Television (TV) advertisements have become a part of children daily lives.
- Questionnaire were distributed to 100 households in Cannanland, Ota, Nigeria (a University community), only 90 were useable. Chi square statistics were used to analyse the data; $p<0.005$ with a df of 4 and a chi-square value ranged from 15.000 to 29.222.
- The study showed that children advertisements have great impact on children, because they are easily influenced by advertisements which in essence consciously or unconsciously affect the family's purchase behaviour; as a result of children demanding for the product(s) seen advertised on TV.

Findings: The main purpose of this paper is to educate both parents and their children on the effects advertisements may have on the family budget, while also using the same medium to scrutinize the patterns of children's requests for products, and the parental reactions to those requests.

Observation: In The research instrument used is in form of questionnaires, administered personally by the researcher and collected personally by the researcher in order to gain the trust of the respondents and get their honest answers. A sample of 100 was used for this study chosen because they are assumed to have appropriate knowledge and comprehension of the subject matter, concepts and questions directed at them

Conclusion: This research reveals that a family's purchasing behaviour depends on the influence advertisement has on children both positively and mostly negatively.

ARTICLE 7

Hameed A. et.al. , (2014). Impact of TV Advertisement on Children Buying Behaviour. International Journal of Humanities and Social Science Vol. 4 No. 2 [Special Issue – January 2014]

- Purpose of this research to quantify that TV advertisement impact on children buying behaviour or not.
- Different schools in Punjab, Pakistan were visited for checking the response of children.
- A 5 point Likert scale questionnaire was designed. Different cities of Punjab were selected on random sampling basis. A total 250 questionnaires were circulated.

Findings: The respondent agreed with this statement that there is impact of TV advertisement on children buying behaviour. The other tests like ANOVA and t-test also describes that there is impact of TV advertisement on children buying behaviour.

Observation: Different cities of Punjab were visited in order to collect the data. The data collected were analyzed through descriptive statistics and correlation and regression, ANOVA. The study covered 250 participants of different cities of Punjab.

Conclusion: The results of mean tell us that if children seen more and more advertisement then they influence our parents to purchase something. The results of the correlation describes that there is positive correlation overall and it means that there is relationship between most of the variables. If correlation is positive then variables do help of each other and have harmony among each other.

ARTICLE 8

Oyero O. S. & Oyesomi K. O., (2014). "Perceived Influence of Television Cartoons on Nigerian Children's Social Behaviour". Estudos em Comunicação nº 17, pp 93-116, December 2014.

- It has been said that cartoons have influence on children's behaviour but the nature of the influence and whether the parents, as well as children, are aware of this development have not been determined in Nigerian context.
- This study examines the influence of cartoons on Nigerian children's social behaviour from the perspective of the parents and the children.

Findings: The aim of this study is to find out the opinions of children, as well as their parents on the influence of television cartoons on their social behaviour. The population for this study included pupils from age 8 to 12 in primary 4 to 6 in in two schools.

Observation: Data were collected from 100 pupils and 50 parents through questionnaire, interviews and focus group discussion. Percentages and chi Square were used for data analysis.

Conclusion: The result of this study shows that children are frequently exposed to television cartoons and that this level of exposure plays a significant role in shaping their behaviour. But it was also found out that cartoons influence can be either negative or positive depending on the child and the particular cartoon that he/she is exposed to.

ARTICLE 9

Gulla A. & Purohit H (2013). "Children's attitude towards television advertisements and influence on the buying behaviour of parents". International Journal of Marketing, Financial Services & Management Research, ISSN 2277- 3622, Vol.2, No. 6, June (2013)

- The paper intends to understand the attitude of children towards Television advertisements and how this impacts the buying behaviour of parents.
- The study has been made by conducting a survey in Delhi and NCR. A questionnaire assessing attitudes of children towards TV advertisements and buying behaviour of parents was distributed among parents of children between 8-14 years of age. A structural equation model was built using data from a sample of 400 parents.
- The analysis revealed that Advertisements on television have significant impact upon the attitude of teenagers towards TV commercials.
- Four major factors were found to be influential in determining the attitude of children towards TV advertisements. The factors were Entertainment, Likability, Credibility, and Informativeness.

Findings: Advertisements play an important role in the life of children by making them aware of the brands and helping them learn how to use them. Some researchers claim that children do not understand the persuasive agenda behind an advertisement and hence become targets for commercial persuasion. These children interpret advertising claims as truthful with accurate information

Observation: The study was designed to analyze exploratory factor analysis (EFA) and structural equation modeling (SEM) through two data collections. Around 400 questionnaires were distributed for this survey using the convenience sampling technique.

Conclusion: The study identifies how children develop an attitude towards TV advertisements and how today‟s children have become decision makers as well as their relationship with their parents, thus representing a significant step forward in the explanations of impact on the buying behaviour of parents. The empirical results of this study provide reliable evidence that Entertainment, Informativeness, Credibility, Liking are four important factors influencing Children's attitude which further influences the buying behaviour of parents.

ARTICLE 10

Hassan A. & Daniyal M. (2013). Cartoon Network and its Impact on Behaviour of School Going Children: A Case Study of Bahawalpur, Pakistan. International Journal of Management, Economics and Social Sciences 2013, Vol. 2(1), pp. 6 – 11. ISSN 2304 – 1366

- The objective of this study is to trace the impact on the behaviour of the children after watching cartoon programs.
- As cartoon network is 24 hours channel, so children spend most of their leisure time in front of it. It not only attracts the children through its contents but also inculcates some positive and negative habits in them.
- One of the main factors which influence the children while watching cartoons is violence.
- This study explores the impact of violence presented in cartoons on children behaviour. They not only imitate their favorite cartoon characters but even force their parents to buy the same costumes or accessories as displayed by different cartoon characters.
- This study also depicts this fact that the behaviour of the children in class is influenced by watching different cartoon programs.

Findings: This study explores the impact of violence presented in cartoons on children behaviour.

Observation: The school going children of the age group 6-13 years, from different public and private schools of Bahawalpur City were selected through Simple Random Sampling. A sample of 300 children having television set and cable in their homes were selected.

Conclusion: The results derived from the study indicate that there exists strong association between watching cartoon programs and the behaviour of the children in class. The violence present in the cartoons has strong association with the behaviour of the children.

ARTICLE 11

Tanvir A. & Arif M.R. (2012). Impact of cartoon endorsement on children impulse buying of food: A parent's perspective, Interdisciplinary Journal of Contemporary Research in Business, Institute of Interdisciplinary Business Research, June 2012 VOL 4, NO 2

- The purpose of this research study was to find out whether cartoon forces children to buy more impulsively. It means that when a children sees a cartoon endorsed product he keeps on insisting to buy that products until he/she get the product.
- Quantitative research approach was used to carry out this research study. The data was collected using survey questionnaires. For this purpose different school, shopping malls and neighborhoods were visited. Secondary data was also used to support the research study.
- From the research study it was concluded there is a relationship between cartoon endorsement and children impulse buying.

Findings: The idea behind this research study was to find out the relationship between the cartoon endorsement and children impulse buying behaviour of food items, more specifically that whether those food products are bought more impulsively by the children which have their favorite cartoon characters on them.

Observation: This research has been conducted by taking the perspective of the parent's that how they their children behaves when they encounter the cartoon endorsed product. The sample size for carrying out this research consisted of 300 respondents.

Conclusion: The results of the research study suggested that the relationship exist between the cartoon endorsement and children impulse buying which means children buy cartoon endorsed items more as compared to other food products.

The results also suggested that there is no difference between the impulse buying behaviour of boys and girls. Although it appears a class difference in the impulse buying behaviours of the children. Parents with higher income, their children tend to buy things more impulsively as compared to parents with low income.

ARTICLE 12

Chandrakar, M. R., & Ram, T. (2012). A Study of Factors Affecting kids' Preferences Regarding Confectionery Products. *Management Insight*, *6*(1).

- There are plethoras of confectionary products available in the market. In such a scenario, determining formation of kids. preferences needs exploration.
- The age, at which an average kid starts buying confectionary products, liking for confectionary products, brand preference and effect of sales promotion activities on kids. preferences, after effects of consuming etc. have been included in the study.
- An attempt has also been made to show how preference for size of packing is affected by gender and age.

Findings: The main objective of the research was to find the preference of children in the age group of 8 to 10 years, regarding various aspects of confectionary products.

Observation: A sample of 200 respondents has been chosen from Hisar by using systematic random sampling technique to find the preference of children regarding various aspects of confectionary products.

Conclusion: Majority of kids start buying confectionary products below 5 years of age. National brands are patronized and wafers are most liked by kids. Teeth trouble is the most acknowledged after effect of consuming confectionary products. Free Gifts has been found the most effective sales promotion tool for them. Taste and Shape of confectionary products are the most and least preferred respectively in their buying decisions.

ARTICLE 13

Sudha A. G., (2011). Factors Influencing The Change In Behaviour Of Children On Viewing Cartoon Programs – A Study. Namex International Journal of Management Research, Vol. 1, Issue No. 1, December 2011

- To minimize the potential negative effects of television, it's important to understand the impact cartoons have on children.
- An attempt has been made to analyze the behavioural change in children on viewing cartoons. Chi square and multiple regression analysis were used as a tool to identify the factors that influence the change in behaviour of the child on viewing cartoons.

Findings: The main objective of the research was to understand the impact cartoons have on children. How much impact cartoon has on children depends on many factors: how many hours they watch, the content they watch, their age, gender, personality, socio – economic status, whether they watch alone or with adults, peer pressure and whether their parents talk with them about the cartoons that they watch and so on.

Observation: First-hand information pertaining to the cartoon channels viewed, nature of cartoon programs preferred the most, the children's cartoon viewing behaviour from the children and parents perspective, the psychological and physical problems faced by the children while watching cartoons in the study area, were collected from one thousand and one hundred and twenty (1120) sample respondents.

Conclusion: The children who watched the violent cartoons, were "more likely to hit their playmates, argue, disobey class rules, leave tasks unfinished, and were less willing to wait for things" than those children who watched nonviolent programs. It also influences their development and their behaviours. So parents should be careful to steer their children away from those that are full of violence.

ARTICLE 14

Jain N. & Kaul R. (2010). "**Influence of media on kids buying behaviour in Indore city"**, ELK Journals, Online.

- This study shows the influence of media on children which affects their buying behaviour.
- Today both parents are working so kids have enough time to get exposed to media it may be either through internet, t.v. etc.
- Parents have their own guilt factor of not being able to give quality time to their kids which has resulted in increase in spending on kids and satisfaction of kid's desires.

Findings: This study helped us to assess the effect of media on kids and their recalling power.

Observation: After collecting the responses from 200 of parents, an attempt was made to gather information about various modes of media i.e. Celebrity endorsement, movies, peer pressure, t.v etc. to capture the psychology of kids. These medium provides different ways to kids for retaining the information that influence their buying behaviour.

Conclusion: This research has showed that kids in Indore city have high influence of media. Both parents are working these days which results in lack of time with kids. Thus kids are more involved in internet, T.V.etc. Kids have good pocket money as families have high disposable income today they are themselves direct customers. For other purchases which are beyond kid's pocket money they force their parents to buy. Media influences kids so strongly that they know what they wish to have. Media influences their everyday life very deeply and has become a strong influencing factor of modern day kids.

ARTICLE 15

Salim M.H. & Raj P. (2010) " A study on Brand Consciousness among Children and Its Impact on Family Buying Behaviour" , Journal of Contemporary Research in Management, January - March, 2010

- The study has two dimensions to it, viz, a) study the level of brand consciousness among children, and b) Its effects on family buying behaviour.
- The researchers also made an attempt to know: what the consumer is actually looking for in branded products, whether Indian consumers value only branded products or give equal value for unbranded quality products.
- In this study a sample of 150 children and 150 parents are taken and data was collected through convenience sampling technique by a structured questionnaire. This study was conducted in the Thiruvananthapuram and Kochi districts in Kerala.
- The researcher on the basis of findings has given valuable suggestions to the marketer that would help in product planning, product promotion, and product pricing**.**

Findings: The purpose of this paper is to study the level of brand consciousness among children, and its effects on family buying behaviour.

Observation: the respondents were in the age of 8-16 years. Most of the children were 14 years (20%)old followed by 11 and 13 years olds (16%,14%), 12 years old 15 year olds (12%,10%) and the least were 8 year olds(2%).

Conclusion: Today, brands are considered to be among the greatest strengths of a company and the brand image is very important. It is what people remember, if they remember at all. Brand image is built with the logo, name and slogan all consistently speaking about the USP of the brand. Strong brands command premium, they do well during economic slowdown and can be extended to new businesses with ease.

ARTICLE 16

Christina A. et al, (2010) "Influence of Licensed Characters on Children's Taste and Snack Preferences", Vol. 4 Iss: 6, pp.50 - 60

- The goal was to study how popular licensed cartoon characters appearing on food packaging affect young children's taste and snack preferences.
- Forty children (26 boys and 14 girls) and their parents were recruited from 4 child care centers in New Haven, Connecticut; 3 of the schools were university-affiliated. The directors of the child care centers sent letters to parents that introduced the study and contained informed consent forms and a parent questionnaire.
- Branding food packages with licensed characters substantially influences young children's taste preferences and snack selection and does so most strongly for energy-dense, nutrient-poor foods. These findings suggest that the use of licensed characters to advertise junk food to children should be restricted.

Findings: The goal was to study how popular licensed cartoon characters appearing on food packaging affect young children's taste and snack preferences.

Observation: Forty 4- to 6-year-old children tasted 3 pairs of identical foods (graham crackers, gummy fruit snacks, and carrots) presented in packages either with or without a popular cartoon character. Children tasted both food items in each pair and indicated whether the 2 foods tasted the same or one tasted better. Children then selected which of the food items they would prefer to eat for a snack.

Conclusion: Children significantly preferred the taste of foods that had popular cartoon characters on the packaging, compared with the same foods without characters. The majority of children selected the food sample with a licensed character on it for their snack, but the effects were weaker for carrots than for gummy fruit snacks and graham crackers.

ARTICLE 17

Pankaj Priya, Rajat Kanti Baisya, Seema Sharma, (2010) "Television advertisements and children's buying behaviour", Marketing Intelligence & Planning, Vol. 28 Iss: 2, pp.151 – 169

- At the lower age group it is the entertaining ability of the advertisements, whereas at the higher age groups the credibilty element in the advertisements has the potential of creating a favourable attitude towards the advertisements.
- There seems to be a complex relationship between attitude formation towards advertisements and the resulting buying behaviour because of the presence of other intervening variables. Characters from folklores can be depicted for creating aspiration.

Findings: Children differ in their cognitive ability while trying to interpret television advertisements and hence form different attitudes towards them. The purpose of this paper is to analyse the impact of children's attitudes towards television advertisements on their resultant buying behaviour.

Observation: The research has been based on exploratory and descriptive research design. Exploratory research includes a literature review and in-depth interviews with child psychologists, advertisers and parents of young children. This was further carried forward by carrying out a survey of children in the age group five to 11 years, while they were in their class room. The filling up of the questionnaires was aided by the class teacher, which had response options in a pictorial manner.

Conclusion: The demand for the advertised products is heavily influenced by the children's attitude towards advertisements. Further, the cognitive changes among the different age groups leads to the formation of varying attitudes towards the advertisements. Yet there are other potent factors apart from advertisements, which result in the requests for a product or brand.

ARTICLE 18

Fan Y. & Li Y. (2009) " Children's Buying Behaviour in China: A study of their information sources", Marketing Intelligence and Planning (2009) Vol. 27

- The purpose of the study reported here is threefold: a) to determine where Chinese children obtain their information about new food products and their attitudes toward these information sources, b) to identify the important consumer socialisation agents among Chinese children, and c) to explore how Chinese children influence their parents' purchase decisions as well as the strategies that they use to achieve their goals.
- The empirical data were collected from a sample of children in grades 5 and 6 in a primary school located in the East of Beijing metropolitan area. The children' age ranged from 10 to 13 years.

Findings: The purpose of this research is to do an empirical study on children's buying behaviour in China with a special focus on their information sources.

Observation: The key literature on consumer socialisation of children is reviewed. Primary data was collected from a sample of 155 children aged 10 to 13 using questionnaire survey. Various statistical methods such as Pearson correlation and tests were employed to analyse the data.

Conclusion: Chinese children regard TV commercials as an important information source for new product. However, they place greater level of trust in interpersonal information sources, especially in their parents who are perceived as the most credible information source with respect to their learning about new food products.

ARTICLE 19

Siripen I., (2009) "Positive Cartoon Animation to Change Children Behaviours in Primary Schools", International Conference on Primary Education 2009

- Cartoon Animation has great impact on children's mind, because all children love to see cartoons. In the media world nowadays, it has created the Reward Center in technologies and caused many syndromes to children.
- It affects the new generation with more aggressive characters and negative minds in sociality. Moreover it obstructed their learning of right behaviours.

Findings: The purpose of this research is to develop the cartoon animation that can be change negative behaviour to create positive and right behaviour to children or, use it for the response to pay attention before learning.

Observation: The author tried to relieve these problems by 2D cartoon animation, which is the media close and easy to get to children. The 2D cartoon animation is presented to a sample of 200 students from 4 primary schools in Thailand. The objective is to create a good habit of positive thinking in social life. After the animation presentation, the researcher observed the response, questionnaire, interviewed and evaluated feedback in questionnaires.

Conclusion: Media had effect to children behaviour and keep it into their character in the further. Cartoon animation with conceptual can be release their aggressive behaviour and created the right behaviour. It's should be develop the conceptual cartoon animation in curricular to support their learning abilities.

ARTICLE 20

Khatke K., (2007) " The Impact of television advertising on child health and family spending- A Case Study.", International Marketing Conference on Marketing & Society, 8-10 April, 2007, II*MK*

- Nearly every aspect of children's lives has been adversely affected by recent trends in advertising and marketing. Research links advertising to increased violence, obesity, and eating disorders in children, as well family stress and negative values.
- Advertisers of children's television used to appeal to the parents but now they appeal directly to children -- who do not have the emotional or cognitive tools to evaluate what's being sold to them.

Findings: This paper seeks to link between television advertising and its influence on child health and family spending.

Observation: For the purpose of study random sampling method is used. The sample size was limited to 200 parents of child aged between 3-12 years. Correlation tool is used to analyze the relationship of television advertising and its impact on child health and family spending.

Conclusion: The study has revealed a positive co relationship exists between time spent with television and its impact on the buying behaviour of a child and its influence on family spending.

ARTICLE 21

Vincent & Nithila T., "A Study on Brand Consciousness Among Children and its Effect on Family Buying Behaviour in Bangalore City" (January 01, 2006). Available at SSRN: http://ssrn.com/abstract=2402100 orhttp://dx.doi.org/10.2139/ssrn.2402100

- Through this study, the researcher wishes to provide valuable insights to the marketers on the level of brand consciousness among children and its influence on the family buying behaviour. Thus enable them to devise their marketing strategies based on the findings.
- Further, the researcher also wishes to study what the consumer is actually looking for in a branded product, whether Indian consumers value only branded products or give equal value for unbranded quality products.

Findings: This paper seeks to study the level of brand consciousness among children, and its effects on family buying behaviour. It is perceived that such a comprehensive study will provide for in-depth analysis and complete results.

Observation: Convenience sampling method was used without any stratification to obtain a uniform size of respondents in each age / sex category. 222 children in the age group of 8 years to 16 years & 222 parents were studied for the survey. The sampling unit was limited to the south of Bangalore City.

Conclusion: Today, brands are considered to be among the greatest strengths of a company and the brand image is very important. It is what people remember if they remember at all. Brand image is built with the logo, name, and slogan all consistently speaking about the USP of the brand.

ARTICLE 22

Kirsh S.J., Cartoon violence and aggression in youth, Aggression and Violent Behaviour 11 (2005) 547–557 Available online at www.scienceonline.com.

Findings: The findings of the review paper are as follows:

- Children are exposed to violence in cartoons in a greater frequency than in live-action dramas. Although adults consistently rate these comedic cartoons as containing little violence, the research on youth is equivocal.
- Across the early and middle childhood, laboratory experiments using cartoons with comedic violence have consistently failed to demonstrate significant differences in person-oriented aggression. In contrast, field experiments have consistently shown that aggressive behaviour towards peers increases following the viewing of non-comedic violent cartoons.
- Similarly, object-oriented aggressive behaviour tends to increase following the consumption of non-comedic, violent cartoons. It may be that comedic elements in cartoons camouflage animated violence, thereby reducing the negative effects of violent imagery on aggressive behaviour.
- Active mediation that focuses on the feelings of the victims appears to lessen the enjoyability of comedic violence and the acceptance of aggression to solve problems. These findings suggest that counteracting the negative effects of cartoon violence on youth may be as simple as making an active mediation statement during viewing. However, additional research is necessary to see if such statements continue to work over a period of weeks and months.

ARTICLE 23

Browne K. D. & Giachritsis C. H.., The influence of violent media on children and adolescents: a public-health approach, www.thelancet.com Vol 365 February 19, 2005

Findings: The findings of the review paper are as follows:

- From a public-health perspective, there is evidence that violent imagery has short-term effects on arousal, thoughts, and emotions, increasing the likelihood of aggressive or fearful behaviour. However, the evidence is less consistent for older children and teenagers.
- The small amount of good quality research that discusses sex differences suggests that boys are more likely to show aggression after viewing violent media than girls. Longterm outcomes for children viewing media violence are more controversial, partly because of the methodological difficulties in linking behaviour with past viewing.
- Theories of aggression used to explain these effects have predicted a stronger influence of media violence for those with a predisposition for aggressive behaviour attributable to personality (eg, temperament) or situational factors (eg, growing up in a violent family) or both. Evidence supporting this idea has been noted in quasi-experimental studies.
- However, there is only weak evidence from correlation studies linking media violence directly to crime.

ARTICLE 24

Jose A., "Effectiveness of Cartoon Character's in Creating Brand Preferences Among kids" Journal of Economic Development, Management, IT, Finance and Marketing, 6(1), 61-76, March 2014

- Kids mean business to marketers. Around 40 crore kids below the age of 15 are India's most conspicuous consumers, lapping up not just toys, eatables, gadgets, phones and clothes but also counseling their parents on big-ticket purchases.
- Intense competition to tap this young aspiring segment has seen big players relying on high spends advertisements, cross-selling, licensed merchandising, program length commercials, product placement and promotions involving free gifts.

Findings: The researcher has tried to analyse the association of cartoon characters with brands in inducing Brand Preference among kids.

Observation: A Multistage sampling technique using stream of education, age and gender as variables was taken. The sample consists of 150 school going kids. A simple random sample of 75 male and 75 female children were taken from six schools in Alappuzha and Kottayam districts.

Conclusion: Cartoon characters associated with brands have a great influence in making the brand attractive to kids. Brand promotion strategies involving prominent cartoon characters can create wonders for brands. A well thought out advertisement campaign involving cartoon characters can draw the attention of the kids. Brand recall often leads to brand preference during purchase.

ARTICLE 25

Robertson, J., Cross, B., Macleod, H., & Wiemer-Hastings, P. M. (2004). Children's Interactions with Animated Agents in an Intelligent Tutoring System. *IJ Artificial Intelligence in Education*, *14*(3-4), 335-357.

- Although animated pedagogical agents are frequently found in intelligent tutoring systems and interactive learning environments, their effect on users' attitudes and learning requires further investigation.

Findings: This paper reports findings of a field study designed to investigate the impact of animated pedagogical agents on primary school children's attitudes to and interactions with the StoryStation system.

Observation: A field study was conducted to evaluate pupils' attitudes to and interactions with the agent and non-agent versions of the StoryStation system. The purpose of this was to investigate the impact of animated pedagogical agents on a target user group of ten to twelve year olds in the domain of story writing.

Conclusion: The results of this study raise questions about varying patterns in different learners' interactions with agents. Further research is required to gain an understanding of the ways in which agents can be used positively within the specific context of learners' cognitive skills and social roles.

Review of Literature

Study Reference	Study objective/ study description	Country	Sampling method (SM), sample size(SS), Data source(DS)	Data analysis method	Findings
Shah S.B. et al (2015)	To identify the children buying behaviour in term of influencing by the product features and the animated spokesperson features.	Peshawar, Pakistan	• SM: Random Sampling • SS:150 • DS: Self-Administered Questionnaire	Application of SPSS for frequencies, descriptive statistic, reliability test, and regression and correlation	The results shows that all variables show association with each other this means that each variable have contributions toward children buying behaviour.
Yousaf Z. , Shehzad M., Hassan S.A. (2015)	1. To check the impact of Cartoons (Ben Ten & Doramaan) on the daily basis activities of the school going children. 2. To check the Physical Health of the school going children. 3. To check the wastage of time. 4. To check the level of aggression in the school going children after watching these cartoons.	Gujrat, Punjab, Pakistan	• SM: Random sampling • SS:100 respondents. • DS: structured questionnaire	Statistical Analysis	The result of this study indicates that children are highly influence the cartoons serious. Because they more pay attention and time to cartoons instead of other activities.

Gupta S., Panna B. (2015)	To study the impact of Cartoon characters on Kids Fashion.	Jaipur, Rajasthan, India	• SM: Random sampling • SS: 100 respondents • DS: Structured Questionnaire	One way ANNOVA through SPSS	1. Most of the kids have their individual preference towards clothing and are influenced by their favorite cartoon characters while they shop for their clothes as well as other accessories. They also force their parents to buy the clothes of their preference and are attracted to the stores which offer clothes and accessories of their favorite cartoon characters. 2. Even when the parents say that the kids are influenced by the cartoon characters they also feel that there are other aspects of day-to-day life where the influence is more prominent. Since most of the kids watch TV for >1hr a day, the outdoor activities are restricted. Also they try and speak the language spoken by their favorite cartoon character and behave in a similar manner.

Hameed A. & et.al. , (2014)	1. To find out the responses of different age group towards the TV advertisement on children buying Behaviour. 2. To find out the responses of male and female towards the TV advertisement on children buying behaviour. 3. To find out the responses of TV viewing hours towards the TV advertisement on children buying behaviour. 4. To find out the mean of all variables this tells us about children buying behaviour.	Punjab	• SM: Stratified & random sampling • SS: 250 respondents • DS: structured questionnaire	Descriptive statistics and correlation and regression, ANOVA	1 . The results of mean tell that if children see more and more advertisement then they influence their parents to purchase something. 2 . There is impact of TV advertisement on children buying behaviour.
Iyiola O. & Dirisu J. (2014)	1. To examine the effect of advertisement on children in relation to their behaviour in the marketplace. 2. To highlight the	Ota, Ogun State, Nigeria	• SM: Random sampling • SS: 100 high school students • DS: Self administered	Chi-square analysis	Children are easily influenced by advertisements which in essence knowingly or unknowingly affects the family's' purchases.

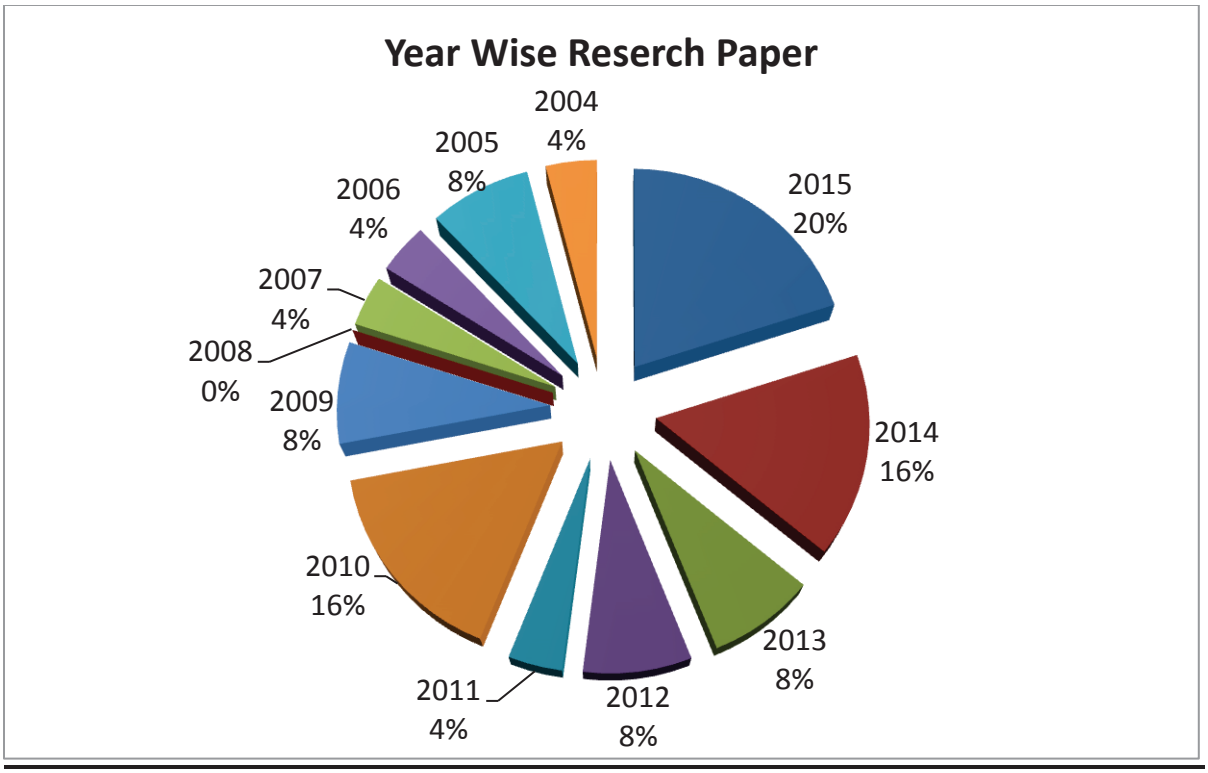
	benefits and dangers children bring to family purchases, 3. To investigate the difference between commercials and television shows, 4. To access the importance of a relationship between buyers and the consumers.		questionnaire		
Hassan A. & Daniyal M., (2013)	Cartoon Network and its Impact on Behaviour of School Going Children	Bahawalpur, Pakistan	• SM: Simple Random sampling • SS: 300 respondents • DS: Questionnaire	Pearson Chi Square	1.There exists strong association between watching cartoon programs and the behaviour of the children in class 2. The violence present in the cartoons has strong association with the behaviour of the children.
Gulla A. & Purohit H. (2013)	To study children's attitude towards television advertisements and influence on the buying behaviour of parents.	New Delhi	• SM: Non-probability sampling, • SS: 400 respondents • DS: structured questionnaire, 5 point likert scale	Correlation & variance	2. The study identifies how children develop an attitude towards TV advertisements and how today"s children have become decision makers as well as their

					relationship with their parents, thus representing a significant step forward in the explanations of impact on the buying behaviour of parents. 3. The Children's attitude towards Television advertising and Children's pester power exercised the strongest total effect on Buying behaviour of parents among the constructs. 4. The proposed model also explains the overall buying behaviour of parents getting influenced by children's pester power as high as 70%.
Tanvir A., Arif M.R. (2012)	To find out that whether there is a relationship between cartoon endorsement and the impulse buying behaviour of children while purchasing food items.	Lahore, Pakistan	• SM: Random sampling method, • SS: 300 respondents • DS: structured questionnaire	Descriptive statistical analysis of respondent.	1.The findings revealed that relationship exist between the cartoon endorsement and children impulse buying which means children buy cartoon endorsed items more as compared to other food products. 2. The results also suggested

					that there is no difference between the impulse buying behaviour of boys and girls which means that they both insist buying the cartoon endorsed products. Although it appears a class difference in the impulse buying behaviours of the children. Parents with higher income, their children tend to buy things more impulsively as compared to parents with low income.
Jain N. & Kaul R. (2010)	1. To study the impact of media on kids' buying behaviour . 2. To study how kids retain information which influence their buying behaviour.	Indore, India	• SM: Simple Random Sampling, • SS: 200 parents of kids aged between 5 -17years • DS: self-structured questionnaire and interview.	One sample t-test.	1. This research has showed that kids in Indore city have high influence of media. 2. Kids have good pocket money as families have high disposable income today they are themselves direct customers. For other purchases which are beyond kid's pocket money they force their parents to buy. 3. Media influences kids so strongly that they know what they wish to have. Media influences their everyday life very deeply and has become a

					strong influencing factor of modern day kids.
Dr. M. H. Salim & Mr. Praven Raj D., (2010)	1. To study the level of brand consciousness among children as influencer or buyers in the family buying decisions ; 2. To analyses the brand impact on children in the family buying behaviour; and 5. To examine whether unbranded products provide same satisfaction as branded products and customers' preference for unbranded products.	Thiruvananthapuram and Kochi.	• SM: convenience sampling method, • SS: 150 children and their parents • DS: Structured questionnaire	Statistical analysis in percentage of respondents.	1. There is a very high degree of brand awareness among children. To be specific even children as young as 8 year olds had given names of at least 3 well-known brands. 2. Good quality is the foremost reason for buying a branded item followed by reliability.
			•		
Maithili R. P. Singh & Tika Ram, (2010)	To study the factors affecting kids preferences regarding confectionery products.	Hisar, Haryana	• SM: Systematic sampling, • SS: 200 consumers • DS: structured questionnaire	Statistical measures like percentage, ranking and Chi-square methods.	6. Majority (89%) of children starts buying confectionary products in the age group of 2 to 5 years 7. Children are fewer brands conscious. 3.The factors in the ascending order of their importance in

					buying decisions are Taste, Colour, Packaging, Brand, Suitable Price and Shape of confectionary products.
Ying Fan Yixuan Li , (2009)	An empirical study on children's buying behaviour in China with a special focus on their information sources	East of Beijing, China	• SM: convenience sampaling • SS: 115 Respondents, • DS: Questionnaire	Statistical methods such as Pearson correlation and tests	Chinese children regard TV commercials as an important information source for new product. However, they place greater level of trust in interpersonal information sources, especially in their parents who are perceived as the most credible information source with respect to their learning about new food products.
			•		
Dr. Kadambini Katke, (2007)	To study the Impact of television advertising on child health and family spending.	Taiwan	• SM: Random sampling • SS: 200 Respondents • DS: Questionnaire	Correlation	The study has revealed a positive co relationship exists between time spent with television and its impact on the buying behaviour of a child and its influence on family spending. .
			•		


Year Wise Reserch Paper
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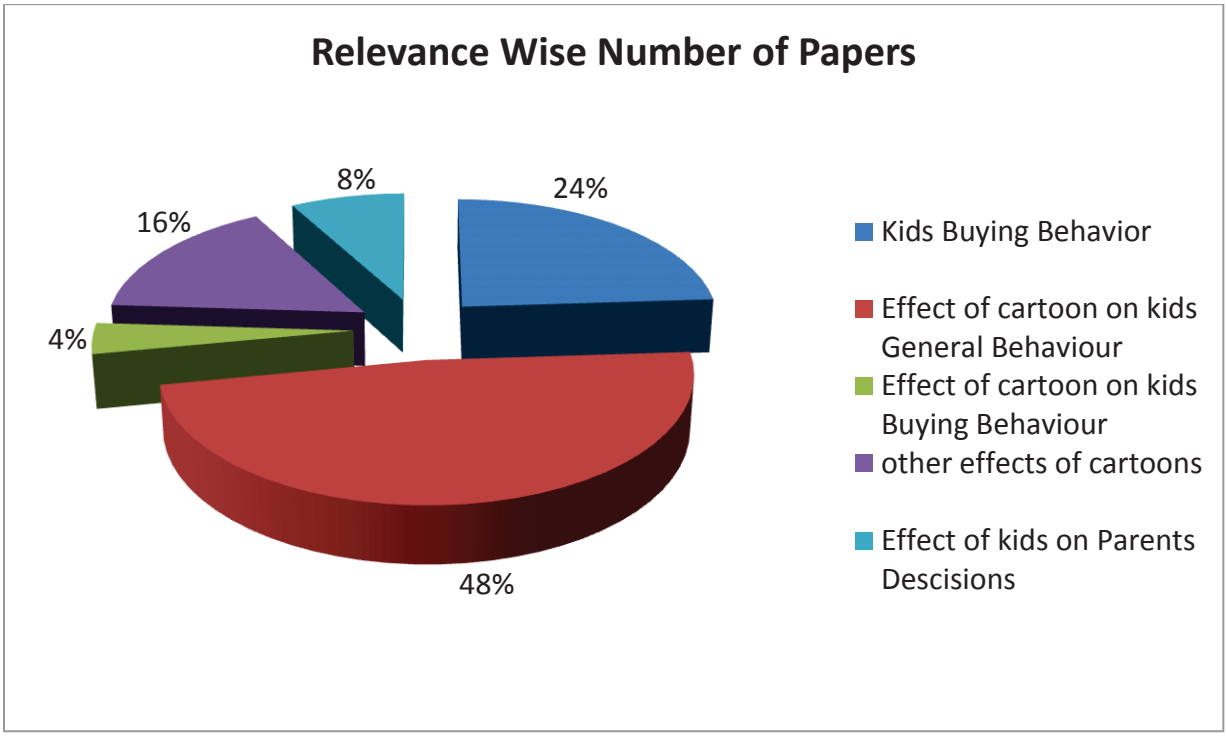
Relevance Wise Number of Papers
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Kids Buying Behavior
Effect of cartoon on kids General Behaviour
Effect of cartoon on kids Buying Behaviour
other effects of cartoons
Effect of kids on Parents Descisions

Book Review

BOOK- 1

Leon G. Schiffman, Leslie Lazar Kanuk & S. Ramesh Kumar, Tenth Edition (2012) "Consumer Behaviour", Pearson, 486 pages; 14 chapters.

The book is divided into 4 sections. Each section deals in different aspects of consumer behaviour. The first section is the introduction with 3 chapters.

The First Chapter is the **Introduction to Consumer Behaviour**. It helps in understanding what Consumer Behaviour is and the different types of Consumers, the Relationship Between Consumer Behaviour and the Marketing Concept, the Societal Marketing Concept, as Well as Segmentation, Targeting, and Positioning. It also gives an idea about the relationship between Consumer Behaviour and Customer Value, Satisfaction, Trust, and Retention. It helps to understand how new technologies are enabling marketers to better satisfy the needs and wants of consumers.

The Second chapter is the **Consumer Research Process**. It helps in understanding the importance of consumer research for firms and their brands, as well as consumers and the steps in the consumer research process. It also specifies the features and applications of different research methods to be carried out in consumer research studies.

The Third chapter deals in **Market Segmentation and Strategic Targeting**. It helps in understanding why market segmentation is essential and the bases for segmenting consumers. It also states the criteria for targeting selected segments effectively & how segmentation and strategic targeting are carried out.

The fourth chapter is about **Consumer Motivation.** It elaborates on the types of human needs and motives and the meaning of goals. The dynamics of motivation, arousal of needs, setting of goals, and interrelationship between needs and goals are discussed in the chapter along with how human motives are studied and measured.

The fifth chapter discusses **Personality And Consumer Behaviour** where how personality reflects consumers' inner differences are elaborated. Also how freudian, neo-freudian, and trait theories each explain the influence of personality on consumers' attitudes and behaviour are talked about along with how personality reflects consumers' responses to product and marketing messages. It helps in understanding how the products and services that consumers use enhance their self-images & how consumers can create online identities reflecting a particular set of personality traits.

The Sixth Chapter talks about **Consumer Perception** & the Sensory Dynamics of Perception. It provides a chance To Learn About the Three Elements of Perception and the Components of Consumer Imagery and Their Strategic Applications.

Chapter seven is about **Consumer Learning** which describes the process and four elements (motivation, cues, response & reinforcement) of consumer learning. It elaborates on behavioural learning and its applications to consumption behaviour; information processing and cognitive learning and their strategic applications to consumer behaviour; consumer involvement and passive learning and their strategic affects on consumer behaviour. In the end it teaches how consumer learning and its results are measured.

Chapter Eight deals in **Consumer Attitude Formation and Change.** It helps to understand what attitudes are, how they are learned, as well as their nature and characteristics. It describes the composition and scope of selected models of attitudes & how experience leads to the initial formation of consumption-related attitudes. Various ways in which consumers' attitudes can be changed are dealt with along with how consumers' attitudes can lead to behaviour and how behaviour can lead to attitudes.

The Ninth chapter is **Communication and Consumer Behaviour.** It helps in understanding the role of the message's source & message's audience (receivers) in the communication process. It also assists in learning about advertising media and how to select the right media when sending promotional messages targeting selected consumer groups. It explains how understanding consumers enables marketers to develop persuasive messages and how marketers measure the effectiveness of their promotional messages.

Chapter Ten elaborates on **The Family and Its Social Class Standing.** It helps to understand:

- the changing nature of u.s. families, including their composition and spending patterns.
- the socialization process and other roles of the family.
- the dynamics of husband-wife decision making, as well as the influence of children in family consumption decision making.
- how traditional and nontraditional family life cycles impact consumer behaviour.
- what social class is and how it relates to consumer behaviour.
- the various measures of social class and their role in consumer behaviour.
- the distinctive profiles of specific social class groupings.
- the "ups and downs" of social class mobility.
- the relationship between social class and geodemographic clusters.
- the affluent consumer.

Chapter Eleven explains the **Influence of Culture on Consumer Behaviour** by giving details on:.

- What Culture Is and How It Impacts Consumer Behaviours.
- How Culture Acts as an "Invisible Hand" That Guides Consumption-Related Attitudes, Values, and Behaviour.
- How Culture Sets Standards for What Satisfies Consumers' Needs.
- How Culture Is Learned and Expressed in Language, Symbols, and Rituals To Understand How Consumers Are Always Adapting to Culture-Related Experiences.
- How the Impact of Culture on Consumer Behaviour Is Measured.
- How Core Cultural Values Impact American Consumers.
- How the American Culture Became a "Shopping Culture."

The Twelfth chapter is on **Subcultures and Consumer Behaviour** which describes what subculture is, and its relationship to culture. it helps in understanding the role of Nationality, Religious Affiliation, Geographic and Regional Residences, Racial Identity, Age & Gender as a Subcultural Influence on Consumer Behaviour. it also tells How Multiple Subcultural Memberships Jointly Influence Consumer Behaviour.

Chapter Thirteen is about **Cross-Cultural Consumer Behaviour: An International Perspective.** It gives the importance of formulating an appropriate multinational or global marketing strategy. It helps in determining the ways of studying the differences among cultures while developing marketing strategies. The chapter elaborates on how consumer-related factors impact a firm's decision to select a global, local, or mixed marketing strategy & how lifestyle and psychographic segmentation can be used.

Chapter Fourteen deals in **Consumers and the Diffusion of Innovations.** It describes the twofold process of the spread and acceptance of innovative products and services within a social system & how individual consumers decide whether or not to try and adopt a particularly innovative product or services. It also helps in identifying the personal characteristics of innovators.

Chapter Fifteen talks about **Consumer Decision Making and Beyond.** It elaborates on the three levels of consumer decision making. & four different views or models of consumer decision making. The model of consumer decision making originally introduced in chapter 1 is described in detail. It also justifies the need for relationship marketing.

Chapter Sixteenth teaches **Marketing Ethics and Social Responsibility** where the meaning of marketing ethics and social responsibility are described**.** It helps in learning about

potential unethical marketing practices involving targeting especially vulnerable or unaware consumers. & how marketers can ambush consumers with unexpected ads, tinker with their perceptions, and mislead them.

BOOK - 2

Michael Solomon, Gary Bamossy, Søren Askegaard & Margaret K. Hogg, Third Edition (2006) "Consumer Behaviour- A European Perspective", Prentice Hall, 701 pages; 17 chapters.

The book is divided into 5 sections. Each section deals in different aspects of consumer behaviour.

The **introductory part** comprises **one chapter**, which previews much of what this book is about and gives an overview of the field of consumer behaviour. The chapter examines how the field of marketing is influenced by the actions of consumers, and also how we as consumers are influenced by marketers. It also overviews consumer behaviour as a discipline of enquiry, and describes some of the different approaches that researchers use in order better to understand what makes consumers behave as they do.

Part B- **Consumers as Individuals** focus on the internal dynamics of consumers. While 'no man is an island', each of us is to some degree a self-contained receptor for information from the outside world. We are constantly confronted with advertising messages, products, other people persuading us to buy, and reflections of ourselves. Each chapter in this part considers a different aspect of the consumer – sensations, memories and attitudes – that is invisible to others.

Chapter 2 describes the process of perception, in which information from the outside world about products and other people is absorbed by the individual and interpreted**. Chapter 3** focuses on the ways this information is stored mentally and how it adds to our existing knowledge about the world as it is learned. **Chapter 4** discusses our reasons or motivations for absorbing this information and how particular needs and wants influence the way we think about products.

Chapters 5 and 6 discuss how attitudes – our evaluations of all these products, ad messages, and so on – are formed and (sometimes) changed by marketers. When all of these 'internal' parts are put together, the unique role of each individual consumer as a self-contained agent in the marketplace will become clear. The last chapter in this part, **Chapter 7**, further explores how our views about ourselves affect what we do, want and buy.

Part C- **Consumers as Decision Makers** explores how we make consumption decisions and discusses the many influences exerted by others in this process. **Chapter 8** focuses on the basic sequence of steps we undergo when making a decision. **Chapter 9** considers how the particular situation we find ourselves in affects these decisions and how we go about evaluating what we've bought afterwards. **Chapter 10** provides an overview of group processes and discusses the reasons why we are motivated to conform to the expectations of our fellow group members. It

also considers how some individuals in particular (called 'opinion leaders') are likely to influence the consumption behaviour of others in a group.

Part D- **A Portrait of European Customers** consider some of the social influences that help to determine who we are, with an emphasis on the various subcultures to which we belong. **Chapter 11** provides a discussion of family structures in Europe, and identifies the many instances in which our purchase decisions are made in conjunction with the family. **Chapter 12** focuses on factors that define our social classes, and how membership in a social class exerts a strong influence on what we buy with the money we make. **Chapter 13** discusses the strong influence that age has on our behaviour as consumers, with an emphasis on the bonds we share with others who were born at roughly the same time.

Part E- **Culture & European Lifestyles**. The final part of this book considers consumers as members of a broad cultural system. **Chapter 14** starts this part by examining some of the basic building blocks of culture and consumption, and shows how consumer behaviours and culture are constantly interacting with each other. **Chapter 15** looks at the production of culture, and how the 'gatekeepers' of culture help shape our sense of fashion and consumer culture. **Chapter 16** focuses on the importance of understanding consumers' lifestyles throughout Europe, and illustrates the lifestyle concept and its marketing applications with a discussion of food, drink and cars. Finally, in **Chapter 17** we look at some new perspectives on consumers' behaviour, including environmentalism, postmodernism and globalization. We try to place our western European consumer behaviour into the larger context of the global marketplace. These reflections on social changes in consumption bring our study of consumer behaviour into the new millennium.

Research Gap Identified

- Most of the studies are conducted either outside India or if in India then in metro cities only.
- Indian studies till now related to kids buying behaviour are confined to their general buying behaviour or their influence on the buying decisions of the family.
- Most of the studies related to kids behaviour are on the influence of cartoons on behavioral aspect and not on the buying behaviour of the kids
- None of the studies have studied the relationship between buying behaviour of kids and impact of cartoon characters on it.
- Some of the studies done in Pakistan have shown positive relationship between kids behaviour and impact of cartoon characters. Since there are cultural similarities between India and Pakistan, there is a possibility of the same here.
- All the studies conducted in India are done only in one single city which does not give a clear picture of even one geographic region of the country and are hence not exhaustive and gives a scope of conducting it in wider zones.

Motivation/Justification and Relevance

Why to conduct research on kids buying behaviour?

The world belongs to kids. Kid is the cynosure in the family. Family structures have undergone huge change and it is witnessed that there is an increase in the number of single parent and dual career families. Parents are today that much capable monetarily, to fulfill every wish of their child irrespective of ethical, psychological or economic impact over kids. So Kids have direct or indirect influence over family buying decisions (Belch et al., 1985). The major driving force behind this influence is Media, i.e. providing various modes of information. Among these various modes Television is an important medium of information because of its massive presence in children's lives. Winick and Winick (1979) refer to television as a member of the family, suggesting that TV constitutes a very significant component of a child's development .The advent of niche channels like cartoon network, hungama and pogo etc. have given marketers to capture the kids' attention and promote their product which are specially designed for them. They associate cartoon characters with the products & so it is quite easy for their little customers to retain information related to products and recall them.

Researches on kids buying behaviour have been conducted from time to time .On various search engines if we look for researches on kids buying behaviour, majority of them are conducted outside India and if in India then most of them in single cities with a lot a limitations like location, duration of research etc. This fact suggested me to conduct research on kids buying behaviour in India. Since I am a resident of Rajasthan by birth and i am working in Jodhpur, due to this reason I have selected Rajasthan as my work place for the research which will be a big zone in itself and will also give a fair idea of the general buying behaviour of kids in India.

Objectives of Study

- To determine the impact of Cartoon shows on kids & their influence on buying behaviour of parents in Rajasthan.
- To study the various family structures and the role of children in purchase decision of family in Rajasthan.
- To study the role of kids' pester power in influencing and changing the purchase decisions of parents in Rajasthan
- To study the general impact of cartoon characters and cartoon shows on the behaviour of kids in Rajasthan.
- To identify ten most liked cartoon shows amongst the kids of Rajasthan.

Hypothesis

Hypothesis 1

H_0: There is no significant impact of Cartoon shows on kids & their influence on buying behaviour of parents in Rajasthan.

H_1: There is a significant impact of Cartoon shows on kids & their influence on buying behaviour of parents in Rajasthan.

Hypothesis 2

H_0: There is no significant impact of different family structures on role of children in family purchase decision.

H_1: There is a significant impact of different family structures on role of children in family purchase decision.

Hypothesis 3

H_0: Cartoon characters do not influence the general day-to-day behaviour of kids.

H_1: Cartoon characters influence the general day-to-day behaviour of kids.

Methodology

Research Design:

Research refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulation.

Research design is a plan, structure and strategy of investigation conceived so as to obtain answers to research questions. A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

Here in this study research design is exploratory and empirical research design.

(A) Universe:

The Universe of the study is consists of kids (or their parents) of 2-13 year age in Rajasthan state.

(B) Sample:

- Sampling is simply the process of learning about population on the basis of sample drawn from it. There are two types of sampling techniques a) probability sampling b) non probability sampling. Here in this study stratified random sampling method is used to draw the sample.
- The sample unit for this study is Kids (or parents on kids' behalf) of selected cities of Rajasthan.
- The information on online buying behaviour will be collected from **2151** kids (or parents on kids' behalf) from selected cities of Rajasthan.

Table No: 1- Sample Selection				
City	**City Population**	**Child population**	**Population of TV viewing Kids (22%)**	**Sample Size(2% of TV viewing Kids)**
Ajmer	542,580	34,594	7,610	152
Bharatpur	252,342	19,045	4,189	84
Bikaner	647,804	46,957	10,330	206
Jaipur	3,073,350	2,18,232	48,010	960
Jodhpur	1,033,918	75,711	16,656	333
Kota	1,001,365	67,378	14,823	296
Udaipur	451,735	27,400	6,028	120
Total Sample Size				**2151**

Source: www.census2011.co.in/census

* As per **http://www.tamindia.com/ref_pdf/Overview_Universe_Update-2014.pdf** (2014) the average percentage of TV viewers with access to cable and satellite television in Rajasthan is approx. 22 % (15 Million viewers of total 68.6 Million). The average number of kids watching television has been thus taken as 22% of the total number of kids.

(C) Data Collection

Both primary and secondary sources will be used to collect the data. Primary data will be collected by means of questionnaire filled by respondents (kids/parents on kids' behalf) to obtain information on Kids buying behaviour.

Secondary data related to study will be collected on online buying behaviour through different websites, journals, books, magazines etc.

(D) Tools for Analysis

- Descriptive statistical tools like Arithmetic Mean, Standard Deviation, Coefficient of Variation, Kurtosis, Skewness will be used to study the nature of data collected.
- Factor Analysis will be used to categorize the variables into factors affecting the buying attitude of respondents.
- Regression Analysis will be used to develop a framework and forecasting the behaviour of kids in response to cartoon characters.

Chapterization Plan

Chapter 1: Introduction

This chapter will provide an in depth introduction of the main area of interest of this study i.e. buying behaviour of kids. Besides their buying behaviour, it will also throw light on the general behaviour of kids in response to the cartoon characters they watch on television. Since the study will be conducted into different cities of Rajasthan so it will also involve detail description of all those cities. The entire chapter will be subdivided into following subsections-

1.1 Buying Behaviour of kids

1.2 Cartoon characters and their evolution over time.

1.3 Introduction of cities under study

Chapter 2: Research Methodology

The chapter of research methodology in a thesis explains how the entire research has been conducted. With this motive this chapter in thesis will provide in detail explanation of research design, literature review, sample design, etc. The entire chapter will be subdivided into following subsections-

2.1 Introduction to Research Methodology and Research Design

2.2 Review of Literature

2.3 Need of Study

2.4 Objectives of the Study

2.5 Hypotheses

2.6 Sampling and Data Collection Methods

2.7 Statistical Tools for Hypothesis Testing

Chapter 3: Analysis and Interpretation of data

This chapter will provide an in detail description of how data which will be collected from primary and secondary sources will be analysed. Along with this in this chapter itself various statistical tools will be applied to test hypotheses for their acceptance or rejection.

Chapter 4: Conclusion

In this chapter conclusion of the entire research work will given based on findings of data analysis and interpretation. Also suggestions will be provided for the better use of these cartoon characters to influence kids buying in Rajasthan. This chapter will also explain the limitations that will be faced during data collection and analysis of data. It will also provide indication about researches related to online buying behaviour and related issues to be conducted in future time period.

4.1 Findings

4.2 Suggestions

4.3 Limitations of Research and Scope of Future Study

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Appendices - Questionnaire

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